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### **Overview: Key Discussion Points**

- Obesity is an epidemic. We need to act now.
- What is Kaiser Permanente doing to address the obesity epidemic?
  - Clinical Management
  - Member Services
  - Community Services and Grants
  - Research
  - Public Policy / Legislation



# "Obesity is an epidemic and should be taken as seriously as any infectious disease epidemic."

Jeffrey P. Koplan, Director of the CDC



#### **About Kaiser Permanente**

- One of the nation's oldest, largest integrated health care delivery systems. Not-for-profit Health Plan/Hospitals.
- Two Permanente Medical Groups (PMGs) in California have an exclusive relationship with Kaiser Foundation Health Plan
- 8.2 million members nationwide; 6.2 million in California
  - Serving 416,343 CalPERS members
- Long history of weight management initiatives and programs
- Systematic and strategic approach to weight management since 2002, with the KP Care Management Institute
- Integrated health record/electronic medical record (Kaiser Permanente HealthConnect<sup>™</sup>)



### Principles for public policy to address the obesity epidemic

- believe that prevention of obesity is a public health imperative
- support broad-based public health approach to the prevention and treatment of overweight and obesity
- support evidence-based strategies and actions to address overweight and obesity
- place special emphasis on childhood overweight prevention and treatment
- support broad-based funding of research and demonstrations on the prevention and treatment of overweight and obesity

- support the design and implementation of community settings that promote or facilitate physical activity
- support the promotion of public education regarding the importance of healthy eating and physical activity
- support policies and program interventions to inform, persuade, and enable healthy eating at community and population levels



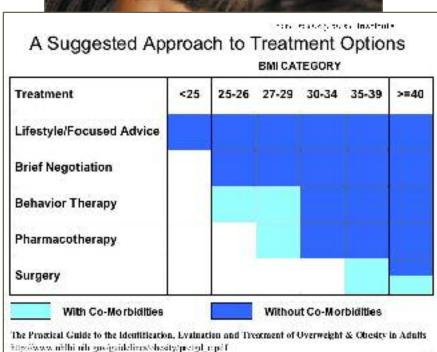


# Multifaceted public health approach to the prevention and treatment of obesity





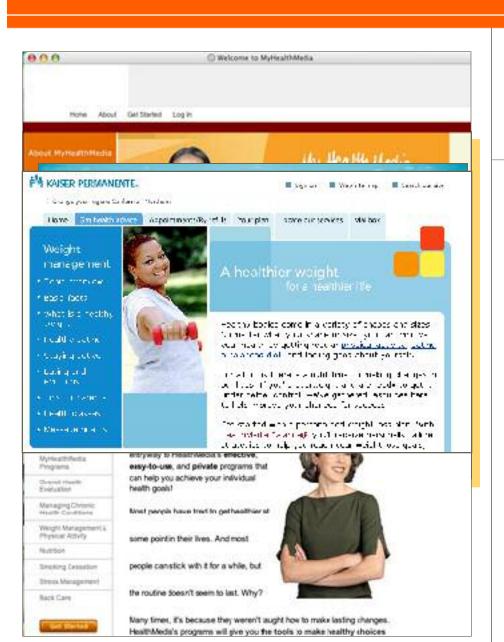




### Clinical Management Support

- Evidence-based clinical practices and weight management interventions
  - BMI as a Vital Sign program: tracking method built into electronic medical record system
  - special training for primary care physicians, family medicine and internal physicians on how to assess Body Mass Index (BMI) and discuss results with patients
  - tools to supplement training: BMI wheel, posters, tip sheets (in English and Spanish)
  - 19 distinct processes and outcomes measures tracked throughout Kaiser Permanente's national program
- Clinical prevention and treatment strategies
  - health education programs
  - Optifast/Freedom from Fat Diets
  - community referrals
  - bariatric surgery programs





# 24/7 On-line weight management tools and information at www.kp.org

 Healthy Lifestyle Programs: available to help members

Popular Success: Approx. 40,000 members participated in these behavioral modification programs during the first 4 months of operation.

- HealthMedia Balance®: personalized weight loss/physical fitness program
- HealthMedia Nourish®: personalized strategies for achieving and maintaining good nutrition
- HealthMedia Relax<sup>®</sup>: customized stress management skills
- Other online tools available to members and nonmembers on our Web site
- Teen Choices and Challenges
- On-line library: weight management topics

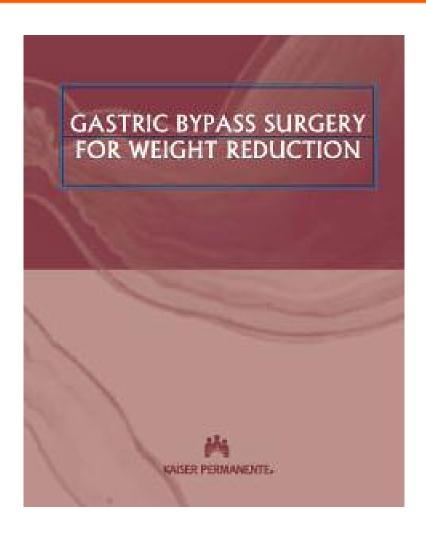




#### Multifaceted programs and tools

- Fitness programs (individual and group)
  - 10,000 Steps: walking to better health
    - monitoring personal outcomes
    - o available to members and nonmembers
  - Silver Sneakers (Kaiser Permanente Senior Advantage members)
- Weight management programs at local health education centers
  - programs for adults, children and families
  - Being Healthy—a family affair
  - KP Kids ®
  - Operation Zero (OZ)
  - Kidshape ®
- Weight Watchers®
- Affinity programs
  - preferred rates on health club membership fees
  - o on-line health care products and services





# Bariatric surgery, when appropriate, for morbid obesity

- Radical option available when other treatments have been unsuccessful for selected patients
- May resolve multiple comorbidities through a single procedure
- Pre- and post-surgery treatment to optimize surgical outcomes
- Multidisciplinary team approach and long-term follow-up
- Centers of Excellence for positive outcomes
- Health education, nutrition counseling, lifestyle changes
- Ongoing social, psychological and behavioral support



## **Surgery—Reality Check**

- Bariatric surgery is not a cure for obesity.
- The "cure" for obesity is changing a person's lifestyle to one that is compatible with being thin\*:
  - Eat a low fat diet (< 35% Kcal from fat).</li>
  - Don't miss meals.
  - Exercise daily.
  - Use high quality protein replacements.
  - Weigh regularly.
  - Deal with the underlying issues that causes overeating

\* National Weight Control Registry





#### **Community commitment**

- Kaiser Permanente has made a deep and longstanding commitment to working within our community to create a healthy environment
- Total health issue
- Community outreach
  - weekly Farmers' Markets at local medical centers
  - educational theater: "Zip's Great Day"
  - TV-Turnoff campaign (national partnership with TV-Turnoff Network)
  - encouraging active lifestyles and healthy eating in schools and in the workplace



### Community commitment, Research, & Public Policy

- Healthy Eating, Active Living (HE/AL) initiatives and other grant programs supporting community organizations promoting healthy eating and active living
  - Targeted HE/AL grants program: \$1.3 million in California in 2004
  - \$2.4 million Kaiser Permanente Garfield Memorial research grant funding 8 new weight management projects
  - Kaiser Permanente \$500,000 grant to advance community partnerships/U.S. Department of Health and Human Services—STEPS to a HealthierUS program
- National collaborations
  - Centers for Disease Control
  - The California Endowment
  - Robert Wood Johnson Foundation
  - Health Partners





#### **Conclusions**

Obesity is an epidemic, we need to act now

Kaiser Permanente is committed to play an important role, but we are not going to solve the problem by ourselves

Need to partner with local and national groups to relay a consistent message

Need to support the individual in keeping healthy

#### Putting the Maintenance back in HMO

Innovative approaches for KP members, options online, one-on-one, groups setting interventions, community services

